

Nike Shareholder Meeting Question
Justin Danhof, Esq., General Counsel and Free Enterprise Project Director
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I'm Justin Danhof, general counsel with the National Center for Public Policy Research.

Nike has made a string of business decisions that have offended conservatives, members of the military, police officers, and patriotic Americans. From signing cop-hating Colin Kaepernick, to an ad suggesting that this multi-millionaire is making major “sacrifices,” to pulling a Betsy Ross tribute shoe because Kaepernick lied and told you it was racist, there seems to be nothing the company won't do to offend those who love America and who value the ideals on which this nation stands.

Polling indicates that Nike's partnership with Kaepernick is massively harming the company's reputation. Business Insider reported that the company's favorability rating dropped 34 percent following the 2018 Kaepernick advertisement.ⁱ And after Nike pulled the Betsy Ross tribute sneaker, several politicians and leaders called for an all-out boycott against the company.ⁱⁱ

If the Betsy Ross flag is so controversial, why did Barack Obama select it for his Presidential Inauguration?ⁱⁱⁱ Your compliance with Kaepernick's historical revisionism has further muddled your moral authority. All that said, and as offended as so many of us are by Nike's actions, I am here to offer the company an olive branch and a business opportunity.

In the wake of the Betsy Ross scandal, Rush Limbaugh issued a “Stand Up for Betsy Ross” t-shirt that sold remarkably well. I am wearing it today and I have one for Mr. Parker if he will accept my gift.

The sales from Rush's shirt prove that there is a strong market for such patriotic items. If Nike were to re-issue the Betsy Ross shoe, this would go a long way toward repairing your reputation – and the company would likely sell a lot of shoes as well. Will you consider placing the Betsy Ross shoes back on the shelves?

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ⁱ <https://www.businessinsider.com/nike-reputation-hit-colin-kaepernick-ad-poll-says-2018-9>

ⁱⁱ <https://www.businessinsider.com/nike-betsy-ross-sneaker-conservative-boycott-after-withdrawal-2019-7>

ⁱⁱⁱ <https://www.cleveland.com/darcy/2019/07/betsy-ross-us-flag-flown-at-obama-inauguration-darcy-cartoon.html>